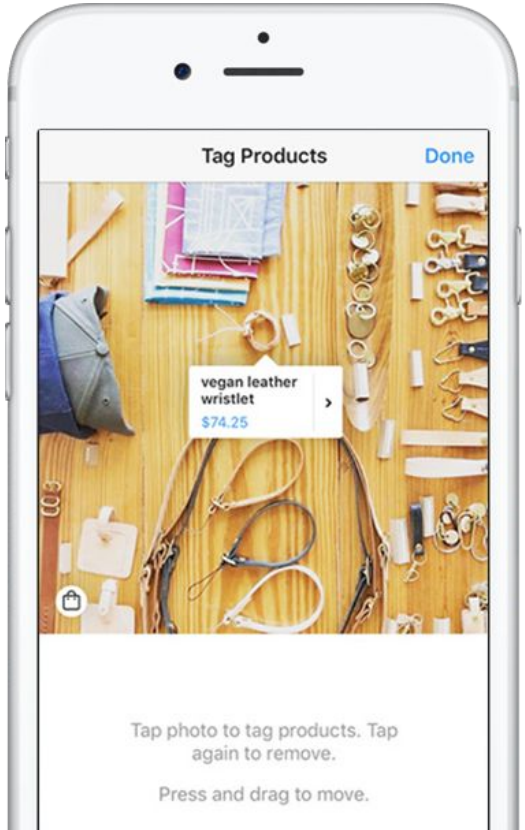
Shopping on Instagram

Brands are now able to monetize their Instagram feeds with the continuous shopping integrations that Instagram is revealing. They're making shopping on the app more seamless than ever, and further enhancing the user experience.

If your account meets Instagram's requirements and you are approved to use the shopping feature on Instagram, then start adding tags to your products today!



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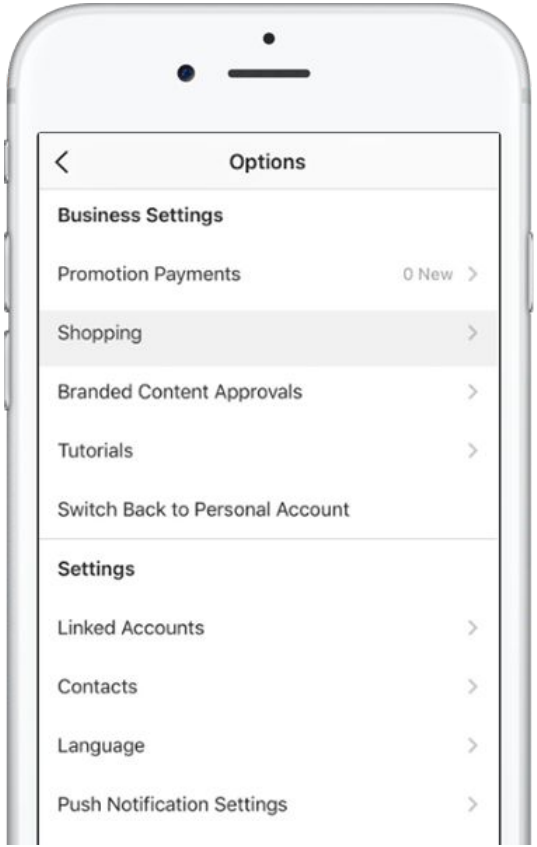

How to Make your Feed Shoppable:

1. Visit your Instagram business profile
2. Tap the button in the upper right hand corner
3. Tap Shopping under Business Settings
4. Tap Continue
5. Select the product catalog you want to use with shopping on Instagram
6. Tap Done

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The shopping bag icon will indicate to users that it's a shoppable post, and they simply tap to find out more about the products. Once they click on a product, they will be brought to a page with more details, then if ready to purchase - taken directly to website. Be sure your first post grabs people's attention so they continue to click through! 👉 ☐ 👉

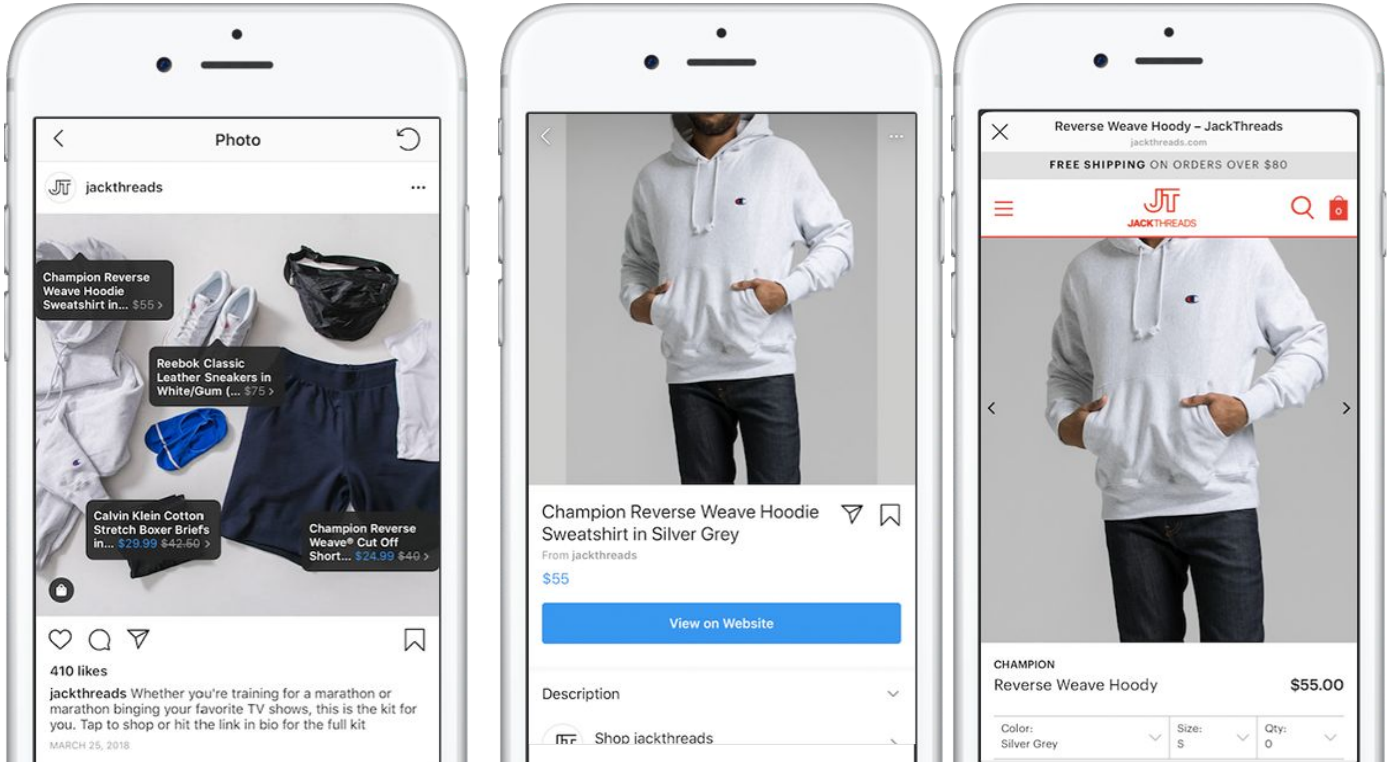
Photo
jackthreads
Champion Reverse Weave Hoodie Sweatshirt in... $55 >
Reebok Classic Leather Sneakers in White/Gum (... $75 >
Calvin Klein Cotton Stretch Boxer Briefs in... $29.99 $42.50 >
Champion Reverse Weave® Cut Off Short... $24.99 $49 >
410 likes
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MARCH 25, 2018
Champion Reverse Weave Hoodie Sweatshirt in Silver Grey
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How Brands are Using Shopping Tags Successively

One way to ensure people are clicking on your products is to make sure your posts aren't boring!

Instead of a basic flat-lay of your product with a white background, make it engaging by using models, props, and scenery.

You want to showcase your product in action, so users can visualize themselves using it.

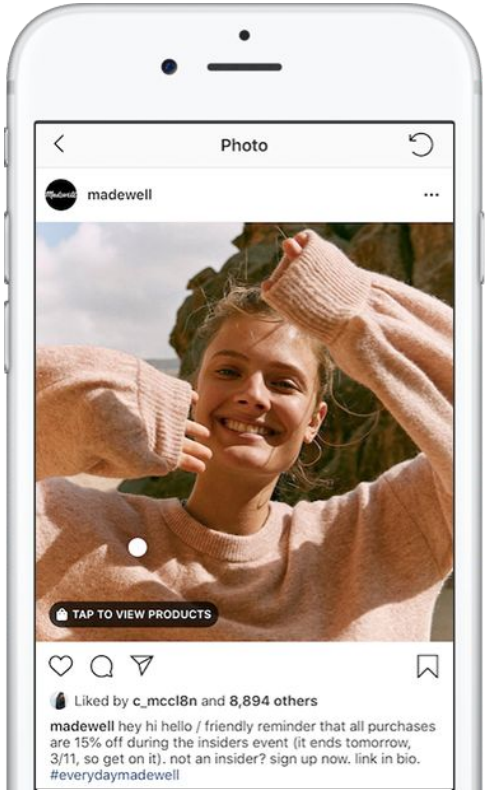
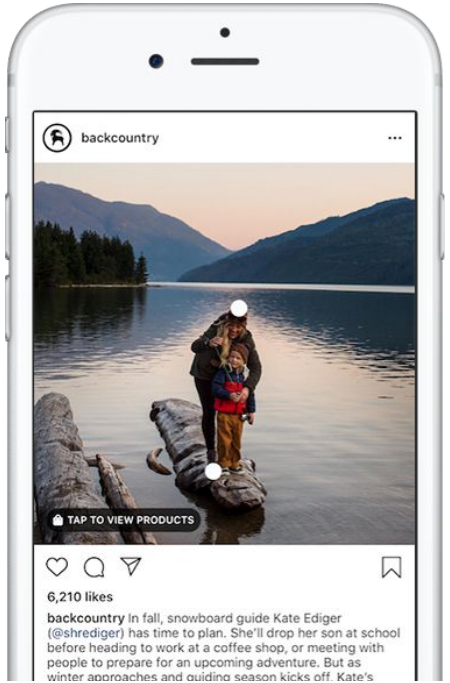


Photo
madewell
TAP TO VIEW PRODUCTS
Liked by c_mccl8n and 8,894 others
madewell hey hi hello / friendly reminder that all purchases are 15% off during the insiders event (it ends tomorrow, 3/11, so get on it). not an insider? sign up now. link in bio. #everydaymadewell


backcountry
TAP TO VIEW PRODUCTS
6,210 likes
backcountry In fall, snowboard guide Kate Ediger (@shrediger) has time to plan. She'll drop her son at school before heading to work at a coffee shop, or meeting with people to prepare for an upcoming adventure. But as

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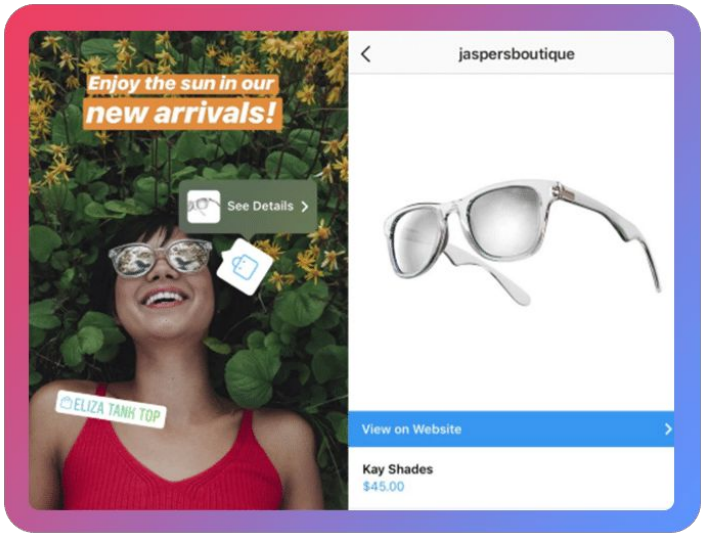
Add Product Tags in Stories

You can also add product tags in your Instagram Stories. This is especially helpful for accounts with less than 10,000 followers who haven't unlocked that convenient swipe-up feature yet. To make your Stories shoppable:

- Create a new story or feed post
- For Instagram feed posts, tap Tag Products from the Share screen. For stories, tap the sticker icon and then select the product sticker option
- Select the product you want to tag from your catalog and place your product tag or sticker on or near the product you wish to tag
- Share your post or story



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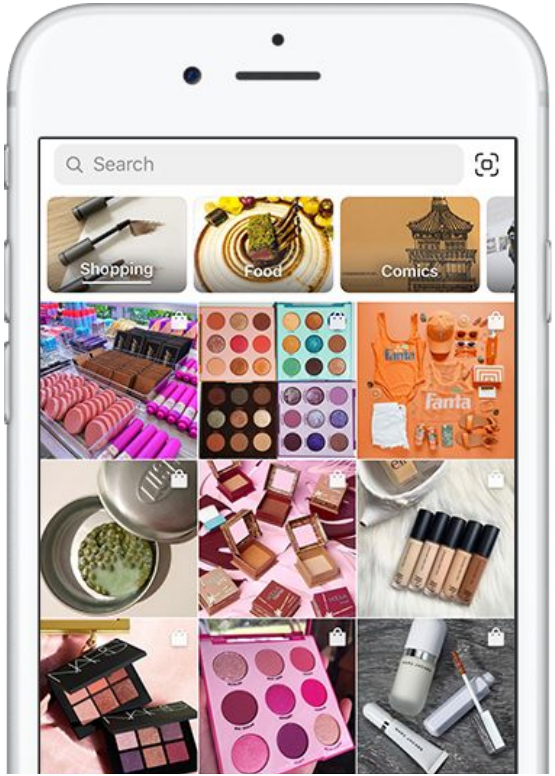
Shopping Channel on Explore Page

Instagram released a category on the Explore page dedicated to **shopping**. It's of a curated feed of shoppable posts that you would be interested in - based on the types of posts you frequently engage with. This is an even further indication that Instagram is moving towards an Amazon-like shopping model.

As Instagram continues to release new and innovative features, make sure you update your account and take advantage of the changes. Sometimes change can be difficult to adapt too, but when it comes to Instagram, it is vital if you want to keep your audience and followers growing strong!



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